



News Release

Arizona Department of Public Safety

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FOR IMMEDIATE RELEASE

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*Arizona Department of Public Safety
&
The Governor's Office of Highway Safety
partner with Safety Perspectives Inc.*

The Arizona Department of Public Safety (DPS) and the Governor's Office of Highway Safety (GOHS) are partnering with Safety Perspectives Inc. for **Operation Toe Tag**. Operation Toe Tag is directed at educating drivers about *distracted driving*.

It is estimated that over 50 percent of all collisions occur because of distracted drivers, who contributed to over 1,100 lives lost and injured over 70,000 in Arizona alone last year and caused millions of dollars in property loss. Operation Toe Tag is a public awareness campaign initiated by Safety Perspectives Inc. and supported by DPS and GOHS.

The Arizona Chapter of the National Safety Council and Arizona Defensive Driving Schools are the two largest defensive driving educational programs in Arizona, collectively processing over 150,000 ticketed offenders each year. All of their instructors have been "Toe Tag" equipped since early October 2006.

DPS and GOHS will host a press conference at 2102 West Encanto Blvd in Phoenix on Friday, February 16, at 10:00 am. Director Roger Vanderpool (DPS), Director Richard Fimbres (GOHS), and Director of Operations for Safety Perspectives, Robert Brown, will speak at the press conference, providing information about Operation Toe Tag and the role the business community must play in reducing the grave dangers of distracted driving.